



# SERIOUS

## ENSURING MUSIC IS ACCESSIBLE FOR ALL

*From festivals and large-scale pioneering projects to workshops and free events, our national Creative Engagement programme engages with a diverse range of artists, participants and audiences*

For over 20 years, our **CE programme** has understood music's unique role as a cultural and **social catalyst**, and strives to **break barriers** for those wanting to access high-quality music. We deliver bespoke projects which **provide exciting engagement opportunities for everyone**.

Each year, we collaborate with:

- Main stage artists who want to give back to communities.
- Arts organisations and renowned venues.
- Youth and community providers, and schools
- Specialist settings, including criminal justice and healthcare

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**'MOST OF THOSE THAT CAME WOULD HAVE NEVER GONE TO A CONCERT LIKE THIS, AND TO OPEN UP THEIR EXPERIENCES AND EASE OF GOING AT THE FORMATIVE YEARS OF THEIR LIVES IS NOTHING SHORT OF INCREDIBLE' - SERIOUS NEW AUDIENCES**

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### WORKING WITH SERIOUS...

Serious changes lives through music. Our sponsors stretch across wide array of sectors, from financial services, to hospitality, to City of London Guilds. They are united by the belief in the transformative power of music, and in providing the chance for everyone, no matter their background, to access life changing musical experiences and opportunities.



## PEOPLE AND COMMUNITIES

For those living away from cultural hubs, such as cities and areas with a rich artistic history, engaging in creative and cultural practice can often feel inaccessible or unaffordable, and that which does exist may be irrelevant or non-reflective of their lives, circumstances, needs or interests. Our people and communities programme includes:

**Mass Participation Projects:** free collaboration and performance opportunities for people of all abilities

**Community Voice:** empowerment of and consultation with community groups to shape cultural programming

**New Audiences:** subsidised ticketing scheme for community groups to engage with our main-stage programme



# CHILDREN AND YOUNG PEOPLE

Serious recognise the need for children and young people to engage in culture, and understand the unique role creativity plays in shaping socially conscious and active individuals. We advocate for the creative and cultural development of children and young people across the country. Our programme includes:

**New Producers:** a professional development programme for young people looking to gain relevant experience in creative events and subsequently forge a future career.

**EFG London Jazz Festival Presents:** a showcase in the Festival of emerging young talent, with performances from youth ensembles, Music Hubs, universities and conservatoires.

**Family Facing Concerts:** bespoke live performances aimed at children and their families which introduce young minds to the world of jazz.

**ShoW UP:** a creative interventions project in South West London, supporting young creatives to work with industry professionals to refine their craft.

## SPECIALIST SETTINGS

Serious feel passionately that all people should be able to engage in creativity and culture, disregarding circumstance, and beyond that, that creativity and culture can be used as a method through which people in challenging circumstances can develop, evolve and reach their potential.

By working in specialist settings, we aim to access people considered most at-risk, most isolated, or most hard-to-reach, bringing our music and culture to the widest possible audiences in all kinds of places and spaces.

Our specialist settings programme includes:

Work in **criminal justice settings**

Work in **hospitals and healthcare settings**

Work in **Pupil Referral Units and special schools**

Work in **non-arts spaces**, including libraries and museums

Work in public outdoor spaces

## PRINCIPLES OF PARTNERSHIP



### Distinctiveness

Building creative propositions and opportunities that are as distinctive as your brand is key to our partnerships.



### Collaboration

At the heart of music, and central to our approach to partnerships, we believe that it is only by working together that we truly succeed.



### Quality

As a critically acclaimed Producer, we bring the same exacting standards that have seen us thrive as a business for 30 years, to every partnership and project that we undertake.

**To find out more contact: [Development@serious.org.uk](mailto:Development@serious.org.uk)**